

# Tobacco Industry Monitoring: Expert Recommendations



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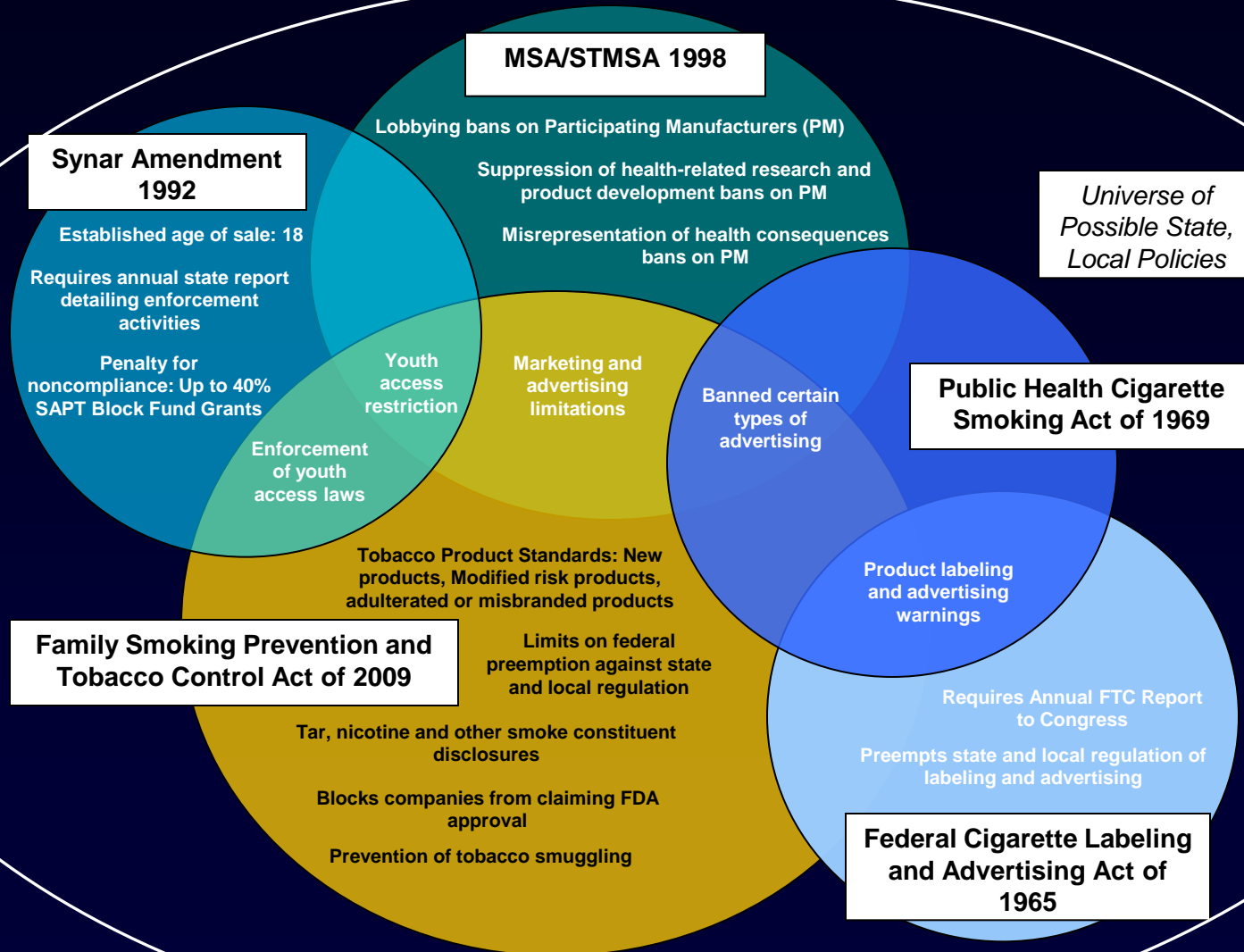
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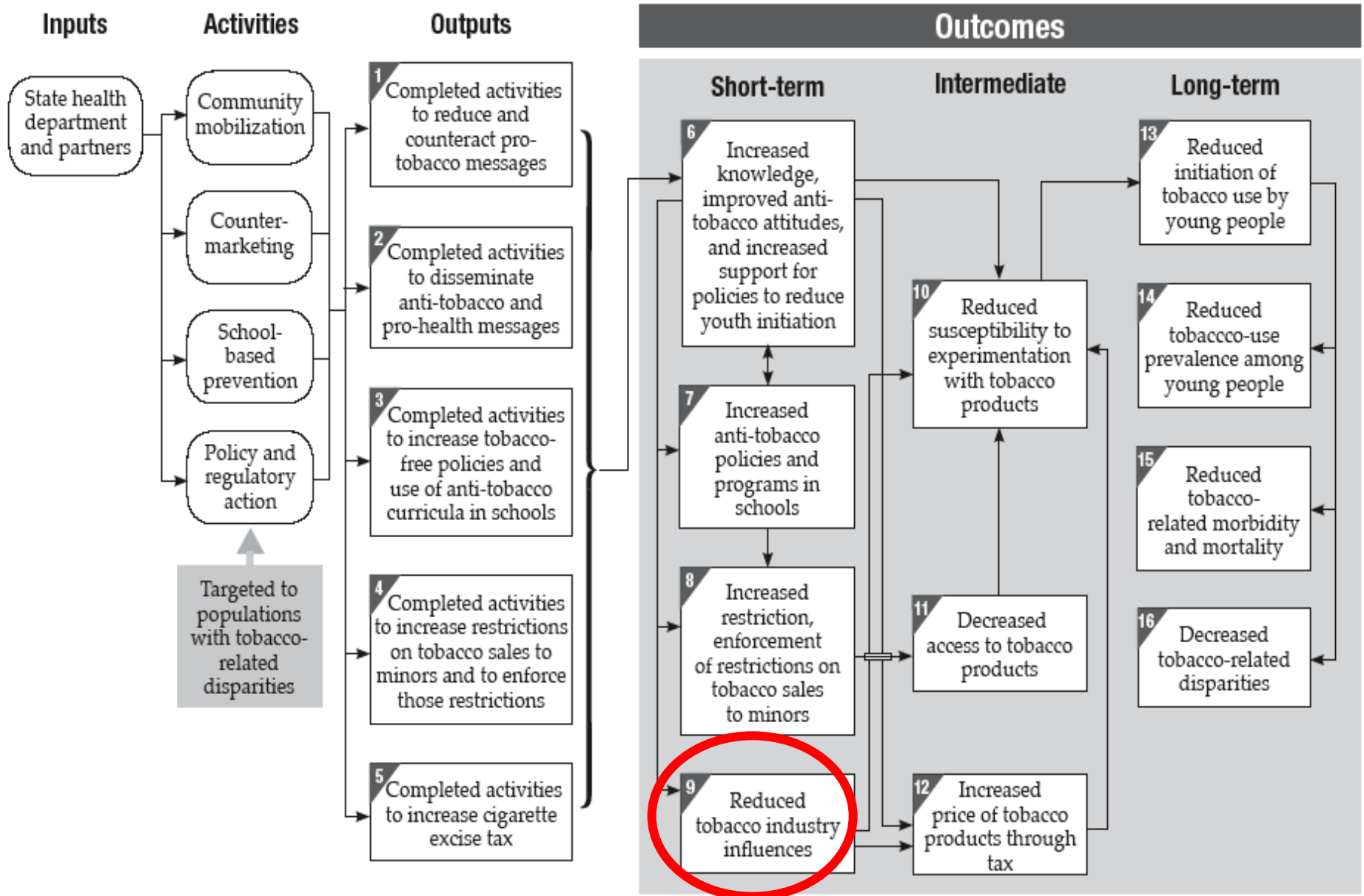
# Presentation Overview

- Highlight the need for tobacco industry monitoring data
- Describe a proactive approach to capture expert recommendations from research and practice
- Review selected summit excerpts relevant to state tobacco control programs (TCPs)
- Solicit feedback from state TCP representatives who attended the summit and net-conference participants

# The National Policy Environment



## Preventing Initiation of Tobacco Use Among Young People



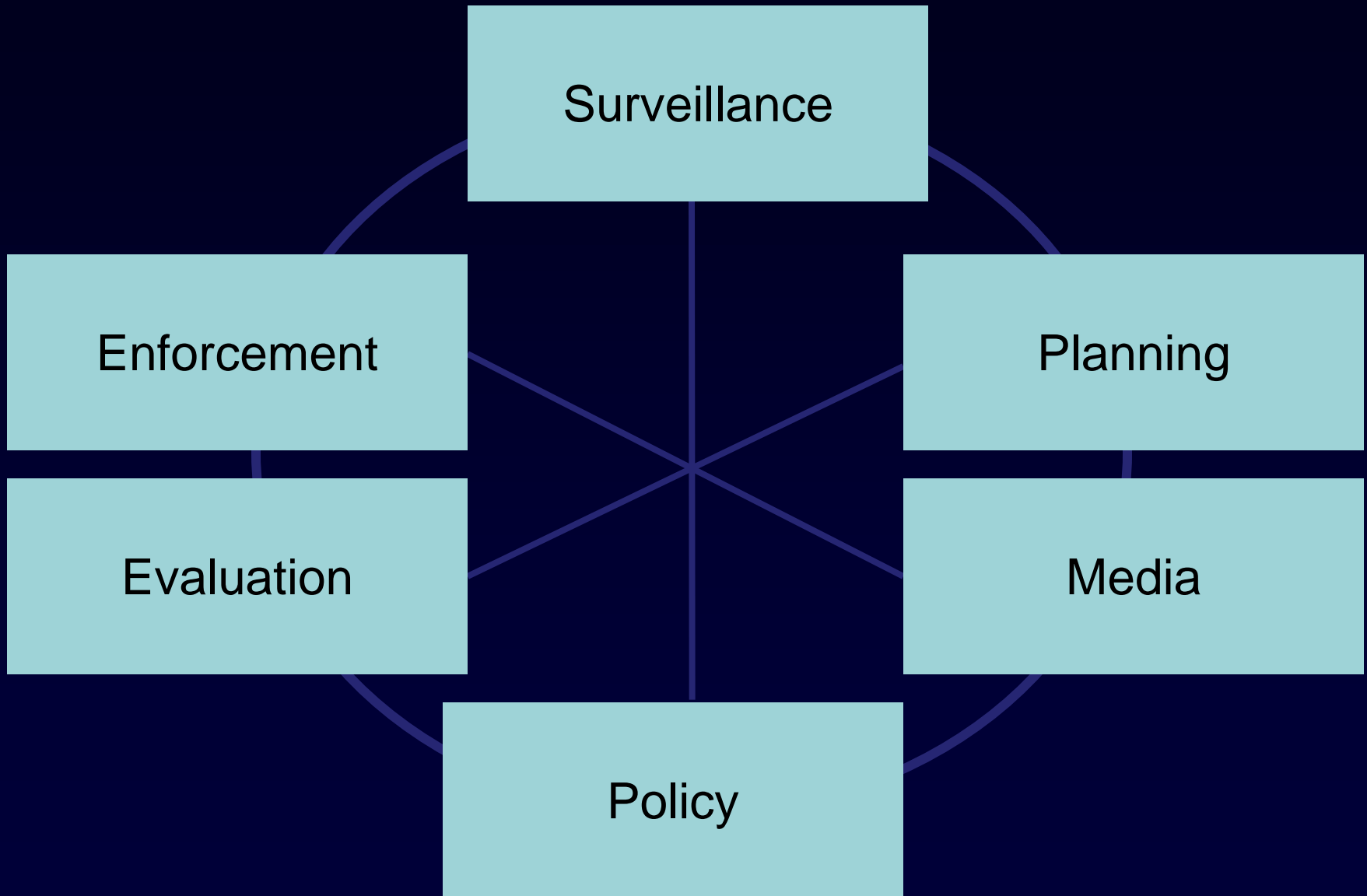
# Reduced tobacco industry influences

- 1.9.1 Extent and type of retail tobacco advertising and promotions.
- 1.9.2 Proportion of jurisdictions with policies that regulate the extent and type of retail tobacco advertising and promotions.
- 1.9.3 Extent of tobacco advertising outside stores.
- 1.9.4 Proportion of jurisdictions with policies that regulate the extent of tobacco advertising outside stores.
- 1.9.5 Extent of tobacco industry sponsorship of public and private events.
- 1.9.6 Proportion of jurisdictions with policies that regulate tobacco industry sponsorship of public and private events.

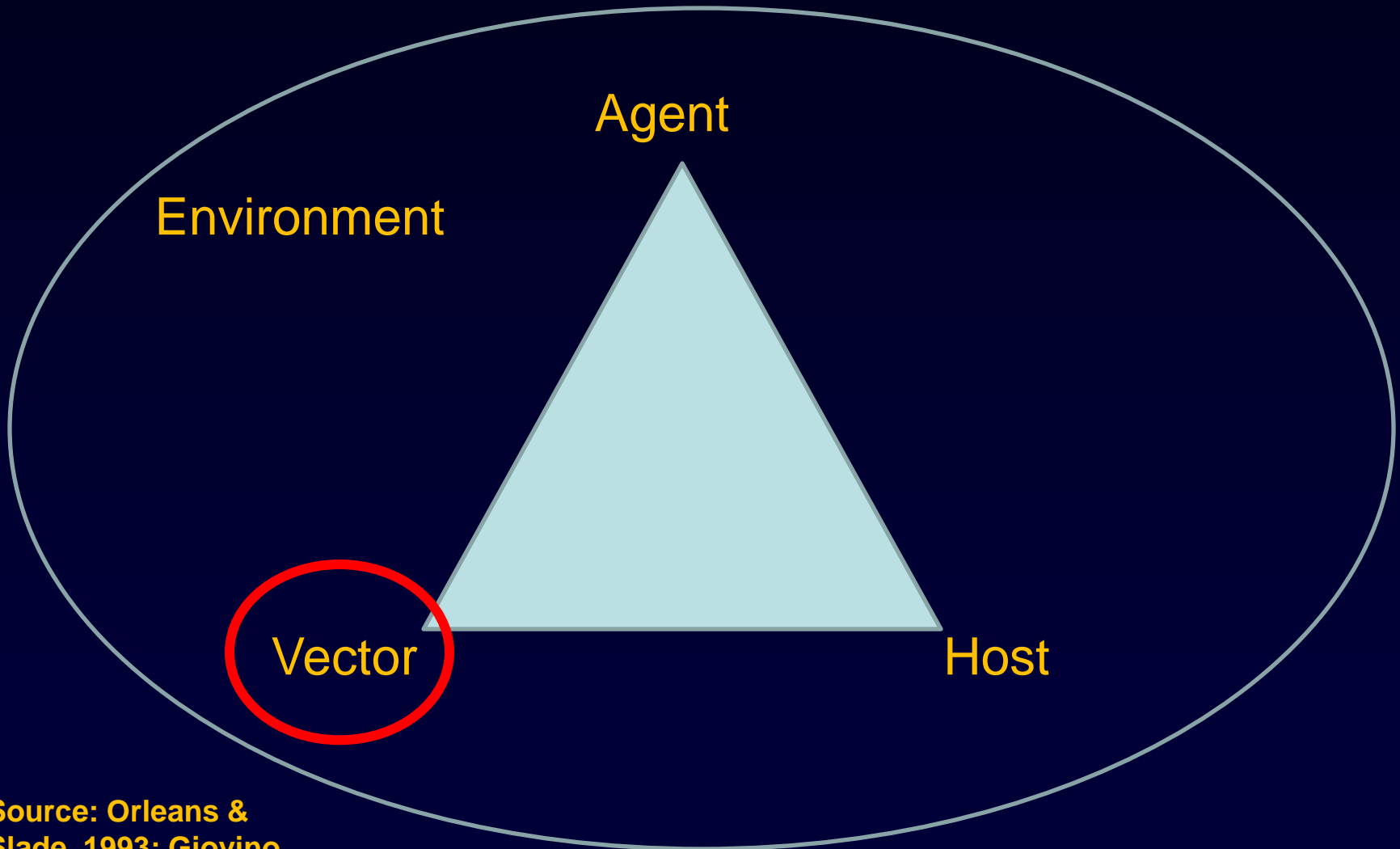
# Reduced tobacco industry influences

- 1.9.7 Extent of tobacco advertising on school property and near schools.
- 1.9.8 Extent of tobacco advertising in print media.
- 1.9.9 Amount and quality of news media stories about tobacco industry practices and political lobbying.
- 1.9.10 Number and type of Master Settlement Agreement violations by tobacco companies.
- 1.9.11 Extent of tobacco industry contributions to institutions and groups.
- 1.9.12 Amount of tobacco industry campaign contributions to local and state politicians

# TI Monitoring: Addressing a Need for Data



# Epidemiologic Model of Tobacco Control and Nicotine Addiction



Source: Orleans &  
Slade, 1993; Giovino  
2002



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# **OSH Tobacco Industry Monitoring Summit**

An approach for capturing expert opinion

# Tobacco Industry Monitoring Internal Workgroup

- Representatives from each OSH Branch and the Policy, Planning and Coordination Unit:
- CDC:
  - Steve Babb
  - Susan Brown
  - Shanta Dube
  - Marti Engstrom
  - Erika Fulmer
  - Nicole Kuiper
  - Robin Scala
- Public Health Institute:
  - Todd Rogers

# Summit Purpose

To capitalize on opportunities presented by the Family Smoking Prevention and Tobacco Control Act, OSH is working to clarify its strategic priorities in the new environment and to enhance and create effective monitoring systems that will inform program and policy efforts.

## Key issues:

- Clarify areas critical to reducing tobacco industry influences
- Inform possible development of appropriate surveillance and evaluation approaches

# Summit Objectives

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- Invite distinguished tobacco control experts from research and practice to provide:
  - In-service for OSH staff to enhance understanding of the issues
  - Guidance on:
    - Opportunities and options for monitoring the actions and influences of the tobacco industry;
    - Potential challenges and feasibility issues that need to be addressed prior to the implementation of monitoring efforts.

# Summit Attendees

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- 68 CDC participants
  - 70% of OSH Managers
- A representative from the National Cancer Institute
- 19 invited tobacco control experts...

# Invited Experts

**Victoria Almquist, MEd**  
*Campaign for Tobacco-Free Kids*

**Lois Biener, PhD**  
*Center for Survey Research*

**Douglas Blanke, JD**  
*Tobacco Control Legal Consortium*

**Jamie Chriqui, PhD, MHS**  
*University of Illinois-Chicago*

**Michael Cummings, PhD**  
*Roswell Park Cancer Institute*

**Karen DeLeeuw, MSW**  
*Colorado Department of Public  
Health and Environment*

**Lori Dorfman, DrPH**  
*Berkley Media Studies Group*

**Matthew Farrelly, PhD**  
*RTI International*

**Ellen Feighery, MS**  
*Campaign for Tobacco-Free Kids*

**Gary Giovino, PhD, MS**  
*University of Buffalo,  
State University of New York*

## **Invited Experts (cont.)**

**Lisa Henriksen, PhD**

*Stanford University School of  
Medicine*

**Andrew Hyland, PhD**

*Roswell Park Cancer Institute*

**Lois Keithly, PhD**

*Massachusetts Department of  
Public Health*

**Ruth Malone, RN, PhD**

*University of California- San  
Francisco*

**Kurt Ribisl, PhD**

*University of North Carolina-  
Chapel Hill*

**April Roeseler, MSPH**

*California Tobacco Control  
Program*

**Karla Sneegas, MPH**

*Indiana Tobacco Prevention and  
Cessation Agency*

**Jeffrey Willett, PhD**

*New York State Tobacco Control  
Program*

**Leslie Zellers, JD**

*Public Health Law & Policy*

# Focusing the Discussion

1. Scan of the literature and informal consultation resulted in 20+ potential topic areas
2. Considered focus area alignment with OSH priorities:
  - OSH Goal Areas
  - MPOWER
  - MAPPS
  - Healthy People Objectives
  - Promising Practices
3. OSH TI Monitoring Workgroup rated focus areas as high, medium, low priority
4. Eliminated low priority topics and grouped remaining topic areas into 6 clusters



# Clusters and Focus Areas



## Advertising

- Retail advertising
- New and other tobacco products
- Electronic media forums



## Pricing

- Price discounts and bonus cigarettes
- Retail slotting and trade allowances

# Clusters and Focus Areas



## Impact on the Consumer

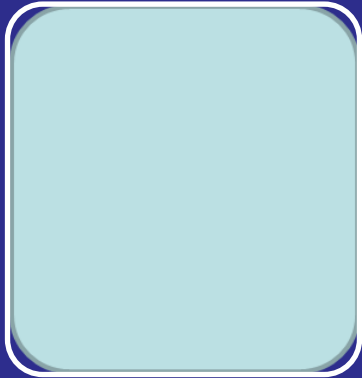
- Survey-based measurement issues at National and State levels
- Tobacco related attitudes and use



## Impact on the Public

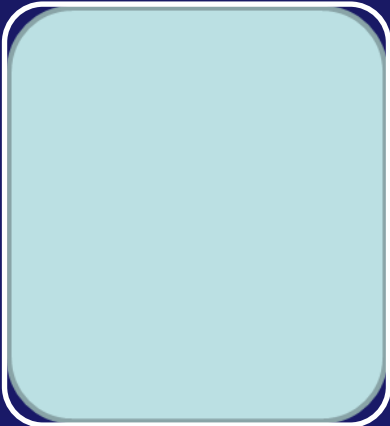
- Tobacco industry interference
- Lobbying, contributions and corporate social responsibility
- Sponsorship

# Clusters and Focus Areas



## Retail Distribution

- Store type, number, density
- Retailer licensing



## Alternative Distribution

- Tax evasion and counterfeit
- Internet sales of tobacco

# Summit Agenda

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- Repeated presentation format:
  - Cluster rationale statement
  - Topic area presentation with recommendations for monitoring at the national and local/state levels
  - Follow-up point/counterpoint discussion
  - Interactive discussion of relevant monitoring opportunities and challenges

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# Summit Excerpts

Selected discussion points pertinent to State  
Tobacco Control Programs

# Summit Excerpts: Rationale

## ADVERTISING

- Causal relationship between tobacco advertising and promotion and increased tobacco use (NCI, 2008; Pierce, 2007)
- Important to assess :

- Nature and type of tobacco marketing over time
- Targeted marketing and marketing of new products
- Compliance with laws
- Need for new/different policies
- Impact of policy and programmatic interventions

# Selected Expert Recommendations

## ADVERTISING

- States pursuing relevant policy initiatives should monitor progress and impact
- Monitoring of new and other tobacco products could be incorporated in existing functions such as SYNAR
- States may want to consider capturing data on tobacco consumption resulting from electronic media advertising

**CAUTION:** States should consider need and use of data before diverting resources from other important areas to invest in novel tobacco industry monitoring systems

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# State Feedback

April Roeseler, MSPH

California Tobacco Control Program



# Summit Excerpts: Rationale

## PRICING

- Greater availability of cigarette promotions and lower cigarette prices are associated with increased initiation and uptake among youth and decreased quit attempts among current smokers (Slater et al. 2007; Henriksen et al. 2008; Pierce, 2007)
- Industry uses a “push-pull” approach:
  - “Pull” component uses price discounts, coupons, two-for-one promotions, and gifts with a purchase to encourage consumer purchase
  - “Push” component involves offering volume discounts and merchandising payments to urge retailers and wholesalers to aggressively sell products to consumers

# Selected Expert Recommendations

## PRICING

- TCPs may want to consider a price surveillance system that's able to monitor prices and promotions at state and local levels
- States could consider passing “sunshine” laws to require disclosure of retail slotting and trade allowances

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# State Feedback

Lois Keithly, PhD

Massachusetts Tobacco Control Program

# Summit Excerpts: Rationale

## IMPACT ON CONSUMER

- Changes in the normative beliefs listed below are associated with changes in smoking initiation among youth (Henriksen et al. 2010)
  - perceived prevalence of tobacco use,
  - perceived access to tobacco products,
  - perceived harms of tobacco use, and
  - perceived approval
- These normative beliefs are shaped by receptivity to TI influences and pro-tobacco media exposure

# Selected Expert Recommendations

## IMPACT ON CONSUMER

- Expert recommendations focused on national level surveillance systems. However, experts highlighted the need for additional information on the following constructs:

- Internet use
- Public's view of tobacco industry
- Emerging patterns of use
- Dual product use
- Perceptions/misperceptions about products

# Summit Excerpts: Rationale

## IMPACT ON PUBLIC

- The tobacco industry uses a number of tactics to:
  - Undermine effective public health policy
  - Neutralize potentially opposing groups
  - Locate allies to promote bad policies or remain silent on good ones

- Tactics include:

- Philanthropy and partnerships
- Sponsorship
- Corporate social responsibility and public relations campaigns
- Political contributions
- Front groups to oppose policy efforts
- “Sham” prevention and cessation programs

# Selected Expert Recommendations

## IMPACT ON PUBLIC

- Important information for states to capture and consider:
  - Data on smaller tobacco manufacturers including geographic location, funders, suppliers, and members of their boards
  - Major recipients of tobacco industry funding
  - Role of gaming industry as a “front group” for the tobacco industry
  - Impact of tobacco industry on “fiscal notes” when legislation is introduced

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# State Feedback

Karla Sneegas, MPH

Indiana Tobacco Prevention and Cessation



# Summit Excerpts: Rationale

## RETAIL DISTRIBUTION

- Retail outlets are the number one source of tobacco product sales among adults and youth and account for the bulk of tobacco industry marketing and promotional expenditures (FTC, 2009; Ribisl et al., in press; Lavack et al., 2006)
- The *Economic Census Report* identifies over 50 different store types selling tobacco products (U.S. Census Bureau, 2002)
- Tobacco stores account for 87% of tobacco products sales and play a major role in (Ribisl et al., in press) :
  - Point-of-sale advertising by the TI industry
  - Sale of contraband items
  - Sale to minors

# Summit Excerpts: Rationale

## ALTERNATIVE DISTRIBUTION

- Evading cigarette excise taxes reduces the price for the consumer and defeats government health initiatives (Framework Convention Alliance, 2008; Kim et al. 2006; Chriqui et al. 2008; Joossens & Raw, 2008; Luke et al. 2008)
- **Four primary types of alternative distribution:**

- Individual tax avoidance
- Bootlegging
- Large-scale organized smuggling
- Counterfeiting

# Selected Expert Recommendations

## RETAIL AND ALTERNATIVE DISTRIBUTION

- Strong retail licensure with collaboration between state TCPs and state licensing agencies to:
  - Develop licensee databases with retail addresses that can be shared
  - Revise licensee requirements to capture terms and agreements between tobacco retailers and tobacco companies
- Implement multiple methods to assess extent of tax avoidance, illicit trade, etc.
  - State specific surveys
  - Purchase surveys
  - Epidemiologic surveys to assess purchase behaviors

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# State Feedback

Jeffrey Willett, PhD

New York Tobacco Control Program

# Looking forward...

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Unprecedented role for surveillance and evaluation to complement policy and advocacy work

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# Discussion

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# Questions?



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